

# Power Shift 2014: Women and Finance



Tuesday  
27 May



14:00

## Session

Jeanne M. Sullivan  
Co-founder, StarVest  
Partners, New York City

Sevi Simavi  
CEO, Cherie Blair  
Foundation for Women

Anna Fälth  
Manager, Knowledge  
Gateway for Women's  
Economic Empowerment

Laurie Spengler  
President & CEO,  
Enclude Solutions

Debbie Watkins  
Managing Director,  
Fern Software

## Innovators to Consumers:

### How women are changing tech, mobile and finance

In this fast-paced afternoon before the main conference, four key organisations in the arena of technology, finance and women's empowerment will come together under the thought leadership of Jeanne M. Sullivan, named by Forbes as one of the five most powerful women changing the world in venture capital for the next generation of women entrepreneurs. The dialogue will cover the spectrum from access to capital for entrepreneurial women in high growth tech to building a more inclusive financial system to new mobile services that enable low-income women to generate and manage their earnings. The three organisations offer a fully global perspective by focusing on high growth businesses, the "missing middle" and poverty alleviation in both rich and developing nations.

PM



17:00

## Break

PM	 <p><b>18:30</b>    <b>Opening Reception</b> Ashmolean Museum</p> <p>Curators Saïd Business School DPhil students</p> <p><b>Women and the Origins of Money</b> We will set the stage for our conversation over drinks and canapés in the Coin Room of the Ashmolean Museum. The Ashmolean is home to one of the world's most comprehensive and systematic collections of coins and it also houses a leading research centre dedicated to the history of money. Curators will be present to help us place the question of financial exclusion in the context of world civilisation. Doctoral students from Saïd Business School, specialising in the women's economy, will circulate amongst the guests to have conversations about the unanswered questions surrounding the origins of women's relationship to the financial system.</p>
Wednesday 28 May	 <p><b>08:00</b>    <b>Registration</b> Saïd Business School</p> <hr/>  <p><b>08:45</b>    <b>Welcome &amp; Keynote</b></p> <p>Professor Peter Tufano Peter Moores Dean Saïd Business School</p> <p>Melanne Verveer Executive Director, Georgetown Institute for Women, Peace and Security</p> <p><b>Women and the Global Economy: A vital force</b> World leaders now recognize that the economic empowerment of women can help make communities healthier, wealthier and more peaceful. For governments and multilateral agencies, financial inclusion of women is now a key strategy to spur economic development and reduce conflict. Former US Ambassador for Global women's issues, Melanne Verveer will open Power Shift by setting the larger agenda.</p>
AM	<p>Linda Scott DP World Chair for Entrepreneurship and Innovation and founder, The Double X Economy website</p> <p><b>Women and Money: The big picture</b> Despite cultural differences among nations, there is a discernible global pattern to the relationship between women and money. This introductory overview will sketch out those patterns and raise questions about the history, thought, and purposes behind them.</p> <hr/>  <p><b>09:45</b>    <b>Transfer to West Wing Lecture Theatres</b></p>

AM



10:00

**Changing Our Thinking,  
Crafting Our Tools**

**Thinking Differently About Women and Money**

Traditionally, economic thought excluded women, in many subtle ways, through its definitions and measurements. How can we break through to a more inclusive vision? Scholars will guide a conversation.

**Jane Humphries**

Professor of Economic History, University of Oxford, and editor, Gender and Economics

**Julie A Nelson**

Professor of Economics, University of Massachusetts, Boston, and editor, Beyond Economic Man

**Gender Impact: The products and the measures**

What effect do women and the intention to invest in them have on outcomes? Two experts discuss currently available products and strategies for investing with a “gender lens.”

**Jackie VanderBrug**

Senior Vice President, U. S. Trust, and founder, Women Effects Investment Initiative

**Laurie Spengler**

President and CEO, Enclude Solutions

**Value Gender Differently**

How, if we understood gender, would we assign value differently in finance and investments? Criterion Institute’s “(re)Value Gender” technique is already being used by investors to actively rethink the impact of gender in financial analysis. This session will introduce an entirely new way to design and evaluate financial investments with a gender lens. Interested participants will be able to sign up for one of three opportunities to try the method during the Power Shift Forum.

**Joy Anderson**

Founder and President, Criterion Institute

**Katherine Collins**

Founder & CEO, Honeybee Capital, and author, The Nature of Investing



10:40

**Break**



11:10

**Changing Our Thinking,  
Crafting Our Tools**

**Thinking Differently About Women and Money**

**Gender Impact: The products and the measures**

**Value Gender Differently**

PM



11:50

**Changing Our Thinking,  
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**Thinking Differently About Women and Money**

**Gender Impact: The products and the measures**

**Value Gender Differently**



12:30

**Lunch**

Pyramid Room



13:30

**Finance After Hours:  
A case study on women's  
access to credit**

**Taught by:**

Peter Tufano  
Peter Moores Dean

David Upton  
American Standard  
Companies Professor of  
Operations Management

John Deighton  
L'Oreal Visiting Professor in  
Marketing

A case study exploring the social pressures that make access to finance a difficult matter for women in China has been developed specifically for the 2014 Forum. Female entrepreneurs and women bankers alike face an uncomfortable cultural expectation: long, boozy evenings in the process of building banking ties. This expectation strains relationships at work and at home—and affects men as well as women. Though the case focuses on a real situation in Chengdu, the issues described echo the experiences of women all over the world when dealing with the financial sector. The case was written by Jiafei Jin (Southwestern University of Finance and Economics) and Linda Scott (University of Oxford) and will be sent out in advance to conference participants for preparation.



14:45

**Break**



15:15

### Moving the Money, Shifting the Power

Choice of one of  
three sessions and 1st  
of (Re)valuing Gender  
Working groups

#### Bearing Gifts

In more developed nations half of private wealth is now in the hands of women. Does this open the way for a new kind of charity?

**Melissa Berman**

President and CEO, Rockefeller Philanthropy Advisors, Inc

**Yann Borgstedt**

Entrepreneur and Founder, Womanity

**Jamie Cooper Hohn**

Chair, Children's Investment Fund Foundation

**Pamela Hartigan, Moderator**

Director of the Skoll Centre for Social Entrepreneurship

#### Café Conversations: Developing Women in Financial Careers

Guest led discussions of the opportunities and challenges facing women in the finance sector to include:

- **Attracting young talent: how do we make finance an attractive career choice?**

**Bilal Hafeez**

Managing Director and Global Head of FX Research,  
Deutsche Bank

- **The "leaky pipeline": what would make you stay?**

**Penney Frohling**

Partner, Booz & Co

- **Insight into career gap challenges: what would attract you back?**

**Tamara Box**

Global Co-chair, Financial Industry Group, Reed Smith

- **Leadership appraisals: are female styles part of the metrics?**

**Averil Leimon**

Director, White Water Group

#### (Re)valuing Gender Working group (1)

This session will introduce an entirely new way to design and evaluate financial investments with a gender lens.  
Small working group of 30 people – pre sign up needed

**Joy Anderson**

Founder and President, Criterion Institute

**Katherine Collins**

Founder and CEO, Honeybee Capital

**Madeleine Evans**

Founder, Finance Matters

#### Closing the Global Credit Gap for Women Entrepreneurs

There is a vast global credit gap for women entrepreneurs, an estimated \$285 billion. Big actions are required to solve this formidable challenge. This session brings together three organisations- The Coca-Cola Company, Goldman Sachs 10,000 Women, and IFC --that have recently created a number of partnerships to catalyse access to capital for women entrepreneurs around the world. Key players behind these innovative approaches will share their challenges and objectives as they work to close the global credit gap.

**Noa Meyer**

Managing Director and Global Head of 10,000 Women,  
Goldman Sachs

**James Scriven**

Director of Global Financial Markets,  
International Finance Corporation

**Charlotte Oades**

Global Director, Women's Economic  
Empowerment, The Coca-Cola Company

**Lynn Martin, Moderator**

Associate Dean, MMU School of Business and Law,  
President of the Institute of Small Business and Entrepreneurship

PM		16:15	Break		
		17:30	<b>Union Debate</b> The Oxford Union	<b>“This House Believes That ‘The City’ Is No Place for a Lady”</b> Gender unfriendliness in financial centres will be challenged and exposed in the time-honoured venue of an Oxford Union debate. Two teams will argue from opposite sides, in an exchange that will be informative, but perhaps not entirely serious. At the end, audience members will offer their views, then a vote will be cast.	<b>Chair: The Honourable Michael Beloff QC</b>  <b>Propose</b> Zenna Atkins Mark Hart Dana Brown  <b>Oppose</b> Anne Richards Jonathan Black Clara Durodié
		19:30	<b>Forum Reception and Gala Dinner</b> Balliol College	<b>Introduction</b> Professor Peter Tufano Peter Moores Dean Saïd Business School	<b>After Dinner Speaker</b> Musimbi Kanyoro CEO and President, Global Fund for Women
Thursday 29 May		08:00	Registration Saïd Business School		
AM		08:45	<b>Welcome &amp; Keynote</b> Andrew White Associate Dean of Executive Education, Saïd Business School  Walt Macnee President, MasterCard Center for Inclusive Growth	<b>Financial Inclusion for Women: Talk is cheap</b> Women comprise half the world’s population but still face unequal economic opportunity, from subtle marginalization to violent exclusion. Gender inequality sets up economies to fail, and business cannot succeed in a failing world. How can a for-profit corporation contribute to a future for women that is more equitable, sustainable and inclusive?  What works? What does not? Are there big opportunities for positive change?	
		09:30	Transfer to West Wing Lecture Theatres		

AM



09:45

## Dealing with Money

### Choice of one of four sessions

#### Angels Blessing Business

A new form of business activism is on the rise: women angels investing in women's businesses. Join an expert for a conversation about how angels are choosing their investments.

Suzanne Biegel  
Founder, Catalyst at Large

#### Winning the Women's Market: The business case

The why, the how, and the business results from creating real value for women customers of banks—and what is being done to replicate the model globally.

Larke Riemer  
Director, Women's Markets, Westpac Banking Corporation

James Scriven  
Director of Global Financial Markets, International Finance Corporation

#### Empowering, fueling and funding women entrepreneurs

Few venture capitalists are women, and most invest in only a handful of women-owned businesses. Can this hold be broken? A highly successful female VC tells it as it is.

Jeanne M Sullivan  
Co-founder, StarVest Partners, New York City

#### Women and National Development: Assembling the Team

A team of banks, multinationals, NGOs, and entrepreneurs who work together to help women gain access to capital in developing economies tell how they bring the best of many worlds to bear on system-changing.

Dana Brice Smith  
Co-founder and Managing Director, Trestle Foundation,

Susan Mashibe  
President and CEO, VIA Aviation Ltd

David Mukaru  
General Manager – Credit, Equity Bank, Tanzania

Laura Hemrika  
Head of the Impact and Microfinance Capacity Building Initiative (MCBI), Credit Suisse



10:45

Break

AM



11:15

## Getting Down to Business

### Workshops and 2nd (Re)valuing Gender Working group

#### A choice of small group workshops:

- **Helping Banks Work with Women Entrepreneurs**

This small group discussion will explore the development and delivery of customised financial products and services for women in business in developing countries, especially Africa.

David Mukaru

General Manager – Credit, Equity Bank, Tanzania

- **Using Multinational Talent to Mentor Women Entrepreneurs in Developing Countries**

This workshop will describe programs that engage executives from leading organisations, and successfully match skills-based volunteerism, coaching and mentoring to support women entrepreneurs.

Dana Brice Smith

Co-founder and Managing Director, Trestle Group Foundation

Prasad Ramakrishnan

Vice President, Quality Operations, Alstom Thermal Power

#### (Re)valuing Gender Working group (2)

This session will introduce an entirely new way to design and evaluate financial investments with a gender lens.

Small working group of 30 people – pre sign up needed

Joy Anderson

Founder and President, Criterion Institute

Katherine Collins

Founder and CEO, Honeybee Capital

Madeleine Evans

Founder, Finance Matters

#### Designing Financial Services for Women

In this group, we will discuss how to craft a holistic approach to women's banking needs: finance, information, education, and networking.

Larke Riemer

Director, Women's Markets, Westpac Banking Corporation

- **Women Angels investing in Women – What Works, What are we Learning?**

Angels often invest not only their capital, but their contacts, their consulting, and their compassion to work to support their ventures. It's not always a pretty picture. Share your experience and questions, hear some true stories, and explore the challenges that women face in accessing angel capital, and the progress we are making in developing a base of women angels.

Suzanne Biegel

Founder, Catalyst at Large

- **Corporates and Causes: Strange bedfellows?**

The private sector has taken up the cause of women's financial inclusion, alongside entrepreneurship. This discussion will focus on the contradictions, constraints, and possibilities in this trend.

Valarie Gelb

CEO, TheBarnYardGroup

Alexa Roscoe

Private Sector Advisor, CARE International



12:15

Lunch

PM



13:30

## Corporations Changing the System

### Choice of one of three sessions and 3rd (Re)valuing Gender Working group

#### Reading the Roadmap

During 2013, ExxonMobil and the UN Foundation published a meta-analysis of research done—across sectors and disciplines—on the economic empowerment of women. The mission was to discern what works and what does not. The information was then synthesized into a framework, now known simply as “the Roadmap,” to be used to guide practice, as well as further research. In this session, participants will discuss the aspects of the Roadmap that involve finances, whether savings, income or capital.

**Jim Jones**

Manager, Community Investments, ExxonMobil

**Mayra Buvinic**

Senior Fellow, UN Foundation

#### Banking on Change

Barclays and CARE International have joined together in an initiative to improve the quality of life for poor people by extending access to basic financial services, especially to women. More than 2.5 billion people in the developing world are considered “financially excluded,” meaning they do not have access to basic financial services, such as savings, bank accounts or credit.

**Lauren Hendricks**

Executive Director of Access Africa, CARE International

**Chen Wong**

Associate Vice President Community Investment, Barclays

**Larry Reed**

Director of the Microcredit Summit Campaign

**Pamela Hartigan, Moderator**

Director of the Skoll Centre for Social Entrepreneurship

## 360 Degrees: A holistic approach to addressing financial barriers faced by women-owned businesses

As part of Walmart's global Women's Economic Empowerment (WEE) initiative, sourcing from women-owned businesses is a key priority. Finding great products made by women sounds easy enough – especially for the world's largest retailer – but access to capital for suppliers is proving a challenge. Even with a PO on the table, many have a hard time getting access to the money needed to scale their production. Solutions being developed to help remove this barrier for Walmart's women-owned suppliers will be outlined in this session and a current supplier will provide real life perspective, while an expert in public engagement for women entrepreneurs will offer policy and public/private sector opportunities.

**Mikaela Wardlaw Lemmon**

Senior Director, Women's Economic Empowerment, Walmart

**Emily Gottschalk**

CEO, TGG

**Barbara Kasoff**

CEO and President, Women Impacting Public Policy

**Linda Scott, Moderator**

DP World Chair for Entrepreneurship and Innovation

### (Re)valuing Gender Working group (3)

This session will introduce an entirely new way to design and evaluate financial investments with a gender lens.

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Founder and President, Criterion Institute

**Katherine Collins**

Founder and CEO, Honeybee Capital

**Madeleine Evans**

Founder, Finance Matters

PM



14:30 Move to Nelson Mandela Lecture Theatre



14:45 **Resolve & Action**

Linda Scott  
DP World Chair for  
Entrepreneurship and  
Innovation

Jim Hall  
Executive Director,  
Entrepreneurship Centre

Pamela Hartigan  
Director of the Skoll Centre  
for Social Entrepreneurship

**Paying Back, Paying Forward**

Power Shift is intended to lead to action. In this synthesis, Forum leaders will “pay back” on the resolutions from 2013 by enumerating the many projects, partnerships, and action steps that occurred in the past year. Then, Forum participants will propose next steps for 2014.



15:30

Andrew Hamilton  
Vice Chancellor, University  
of Oxford

**Closing Plenary**

**Call to Action and Worldwide ShoutOut**

The Forum call to action will be a petition in favour of financial inclusion for women to be carried forward to world leaders. All participants will also be invited to sign it, led by the Vice Chancellor of The University of Oxford, and then to engage in a digital effort to tell the world about the need to include women in the money system. Our hope is to create a historic moment in which financial inclusion for women becomes a global imperative.



16:00 **Closing Reception**

Club Room

Power Shift participants will continue to sign the petition for financial inclusion while we celebrate and shout out the news of our call to action. Reaching out to our individual networks will help push the online version of the petition out to the world, where other like-minded citizens can add their name to our call for inclusion.